

## Special Olympics Survey – FINAL LEG TORCH RUN

### MARKET RESEARCH SURVEY QUESTIONNAIRE

**PURPOSE.** *This survey is commissioned by Special Olympics Inc. (Washington, DC, USA) as part of its market research project at the 2013 World Games. The collected information will be used to improve the procedures and effectiveness of future Games and your name will not be identified. Your participation will be greatly appreciated.*

**J. Andrew Choi, Ph.D.**

**Lead Research Consultant for Special Olympics Inc.**

### PART I. SATISFACTION QUESTIONS

No.	Satisfaction on Registration & Arrival Process	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of Registration	1	2	3	4	5
2.	Timeliness of registration processing & confirmation	1	2	3	4	5
3.	Clear Communication of Information before arriving in Korea	1	2	3	4	5
4.	Airport Arrival and Information Center	1	2	3	4	5
5.	Welcome Guest Information	1	2	3	4	5

No.	Satisfaction on Accessibility & Facility	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of entrance to venues	1	2	3	4	5
2.	Credentialing process	1	2	3	4	5
3.	Pre-Games Information	1	2	3	4	5
4.	Restroom availability	1	2	3	4	5
5.	Language service	1	2	3	4	5
6.	Internet network service	1	2	3	4	5
7.	Food/drink concessions	1	2	3	4	5
8.	Venue cleanliness	1	2	3	4	5

No.	Satisfaction on Event & Venue Staff	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Venue staff courtesy	1	2	3	4	5
2.	Staff Knowledge of Special Olympics	1	2	3	4	5
3.	Enforcement of credential access	1	2	3	4	5
4.	Staff Knowledge of the event info	1	2	3	4	5

No.	Satisfaction on Transportation	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Amount of information (Timetables, Bus stops, etc.)	1	2	3	4	5
2.	Shuttle bus service	1	2	3	4	5
3.	Safety while on the bus	1	2	3	4	5
4.	Shuttle Schedule was timely	1	2	3	4	5

No.	Satisfaction on Accommodation	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of booking hotel accommodations	1	2	3	4	5
2.	Availability of accommodation options	1	2	3	4	5
3.	The distance to the venues	1	2	3	4	5
4.	The cleanliness	1	2	3	4	5
5.	Comfort	1	2	3	4	5
6.	Courtesy of the staff	1	2	3	4	5
7.	Service	1	2	3	4	5
8.	Pyeongchang as host city (climate, affordability scenery..)	1	2	3	4	5

No.	Satisfaction on Meals	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Distance to the venues	1	2	3	4	5
2.	Cleanliness of cafeteria	1	2	3	4	5
3.	Food/drink quality	1	2	3	4	5
4.	Availability of healthy food options	1	2	3	4	5
5.	Service	1	2	3	4	5

No.	Satisfaction on Communications	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Pre-Games Communications	1	2	3	4	5
2.	Language Services	1	2	3	4	5
3.	Interaction with Games Volunteers	1	2	3	4	5
4.	Clear Signage	1	2	3	4	5

## PART II. FINAL LEG TORCH RUN SPECIFIC QUESTIONS

1. Do you feel that the Final Leg Torch Run event(s) were well organized (logistics, supply lines, scheduling, routes, etc...)?

- Yes  
 No

Additional Comments

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2. Do you feel that Torch Run event(s) generated substantial media attention and promoted public awareness of people with intellectual disabilities, the LETR, Special Olympics and 2013 World Winter Games?

- Yes  
 No

Additional Comments

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3. Did you have a clear understanding of your purpose and involvement within the framework of the Final Leg

Torch Run? Please tell us how well your purpose of involvement was communicated to you prior to the Games.

- Yes  
 No

Additional Comments

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4. Did the Final Leg Torch Run event(s) strengthen the connection between the local community, LETR and Special Olympics?

- Yes  
 No

Additional Comments

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5. Do you think your participation in the Final Leg at the World Games will impact your interest and ability to raise funds for your local Special Olympics Program?

- Yes  
 No

Additional Comments

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### PART III. DEMOGRAPHIC INFORMATION

1. Gender:  Male  Female

2. Constituent Group (check one):

- Athletes  Coaches  Head of Delegation  Torch Run Participant  Honored Guests (ASF or MVP)  Officials  Youth Summit Group  Sponsors  Family  Volunteers  
 Media  Healthy Athlete Professionals  Other (Specify): \_\_\_\_\_

3. Age: \_\_\_\_\_ (years old)

4. Education (check highest education attained):

- In high school now  High school graduate  In college now  College graduate  
 Advanced degree  Other (Specify): \_\_\_\_\_

5. Ethnicity (check one):

- Caucasian  Black  Asian  Hispanic  Other (Specify): \_\_\_\_\_

6. Profession (check appropriate category):

- Management  Technical  Professional  Sales  Clerical  
 Education  Student  Other (Specify): \_\_\_\_\_

7. Current residence: City \_\_\_\_\_ Country \_\_\_\_\_

8. Have you participated in Special Olympics prior to these Games? (Check all that apply).

- Local Games       Regional Games       Other World Games       Unified Sport  
 Other \_\_\_\_\_

9. Are you a social media user (Ex. Facebook, Twitter, YouTube...etc.)?       Yes       No  
(If “Yes” – please respond to Q10 – Q11. If “No” – please go to Q12.)

10. Please check social media services that you use **at least once a week** (Check all that apply).

- Facebook       Twitter       YouTube       Others (Specify) \_\_\_\_\_

11. Via which social media services would you like to receive future Special Olympics information?

- Facebook       Twitter       YouTube       Others (Specify) \_\_\_\_\_  
 Do not want to

12. What was the most memorable moment at these Games? \_\_\_\_\_

13. If you would like to receive future info about Special Olympics or the results of this survey, please provide your email info. \_\_\_\_\_

Thank you for your participation!